

# Lianxun (Jasmine) WANG.

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User Experience Designer

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## EDUCATION

### University of Pennsylvania

Sep. 2021 - expected May. 2025

Bachelor of Fine Art  
Psychology Minor  
Digital Humanities Minor

### Google UX Design Certificate

Mar.2023

## SKILLS

User Research  
Rapid Prototyping  
Wireframing  
Information Architecture  
Usability Testing  
Design System

Interaction Design  
Service Design  
Graphic Design  
Product Design

Front-end Coding  
3D Modeling  
Branding

## TOOLS

Figma  
Sketch  
Adobe CC (Ps, Ai, Pr, Lr, Id)  
Cinema 4D  
Webflow  
Tableau  
Microsoft Office Suite  
HTML, CSS  
Java  
Python

## WORK EXPERIENCE

### UI/UX Designer, Clocky LLC

Los Angeles, CA | May. 2023 - present

Directly worked with the company's CEO to deliver a comprehensive website redesign, adding 6 new features and optimizing the user flow.

- **Research:** Conducted extensive research on 20+ case studies, analyzing recurring patterns in web architecture.
- **Visual Design:** Improved the conversion rate by restructuring the visual hierarchy and expanding merchandise showcase. Elevated the brand's visual identity by enhancing the UI aesthetics and refining the design system.

### Designer, Ergeng Network Technology Co Ltd.

Hangzhou, China | June. 2023 - Aug. 2023

Collaborated with the creative director to create 50+ branding visual contents.

- **Visual Design:** Designed compelling visual contents for live shows with 10k+ online viewers, and 10+ graphics for the company's social account.
- **Branding:** Conceptualized and developed the brand mascot, encapsulating the core essence of brand identity.

### Curator, Penn Museum

Philadelphia, PA | Sept. 2023 - present

Led a team of 3 to design, structure, and curate visual and narrative elements to ensure alignment with the cultural and historical significance.

## PROJECTS

### Design Lead, MyKitchenPal

An AI-powered digital food cabinet with personalized nutritional advice and recipe recommendations

- **Strategic Design:** Formulated unique value propositions through market data analysis, narrowing proposed solutions down to 3 core features.
- **Interactive Prototyping:** Rapidly prototyped 40+ interfaces and 2-3 complete clickable user flow within various scenarios in 10 hours, receiving an average System Usability Scale (SUS) score of 18.2 out of 20.

### Design Lead, CollabCube

A team management web application for college students to connect with credible teammates by incorporating credibility system

- **Design and Development:** Spearheaded a cross-country collaboration to develop the MVP of CollabCube, conducting 3 rounds of user research and gathering 70+ quantitative and 15+ qualitative data points.
- **Iterating and Testing:** Extracted 4 key insights from usability test, resulting in 3 strategic enhancements which increased the SUS score by 11.9%.

### UI/UX Designer, The Signal

A project showcase website for The Signal @Penn.

- **Interaction design:** Redesigned the club website, enriching the web experience by refining visual languages and interactive features.